



Thinking of you

 **Electrolux**

Building a consistent brand

In recent years, Electrolux has been faced with the challenge of unifying a range of different brands – each with its own style and identity – under the Electrolux master brand. While this effort has been remarkably successful it remains an on-going process that requires our constant attention. As we continue to evolve our global brand, it is crucial to present a unified look and feel that is clearly evident across all our communications and media. No other marketing effort has the potential to drive our sales like a unified brand.

Brochure guidelines

These guidelines are designed to make life easier for anyone creating product brochures for Electrolux. They contain all the information you need for making vibrant presentations that generate optimum impact with the right balance of text and images. Think of these guidelines as a tool for building a consistent impression of Electrolux for our diverse customers around the globe.

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You'll find more detailed information about the brand identity including image bank and logotypes at www.brandportal.electrolux.com

New improved brochure style

Electrolux is a dynamic, modern company and everything we do reflects this, including our printed material. In order to be current and up-to-date we have updated our brochure style. We have elevated it and made it even stronger. There is a new mood picture style and a more refined way of showing

product pictures. We also introduce a new way of presenting the different categories. Furthermore, the improved brochure style includes a new introduction section. Here we have the opportunity to share more of the way Electrolux thinks. This is done with magazine-like writing, which is meant to inspire.

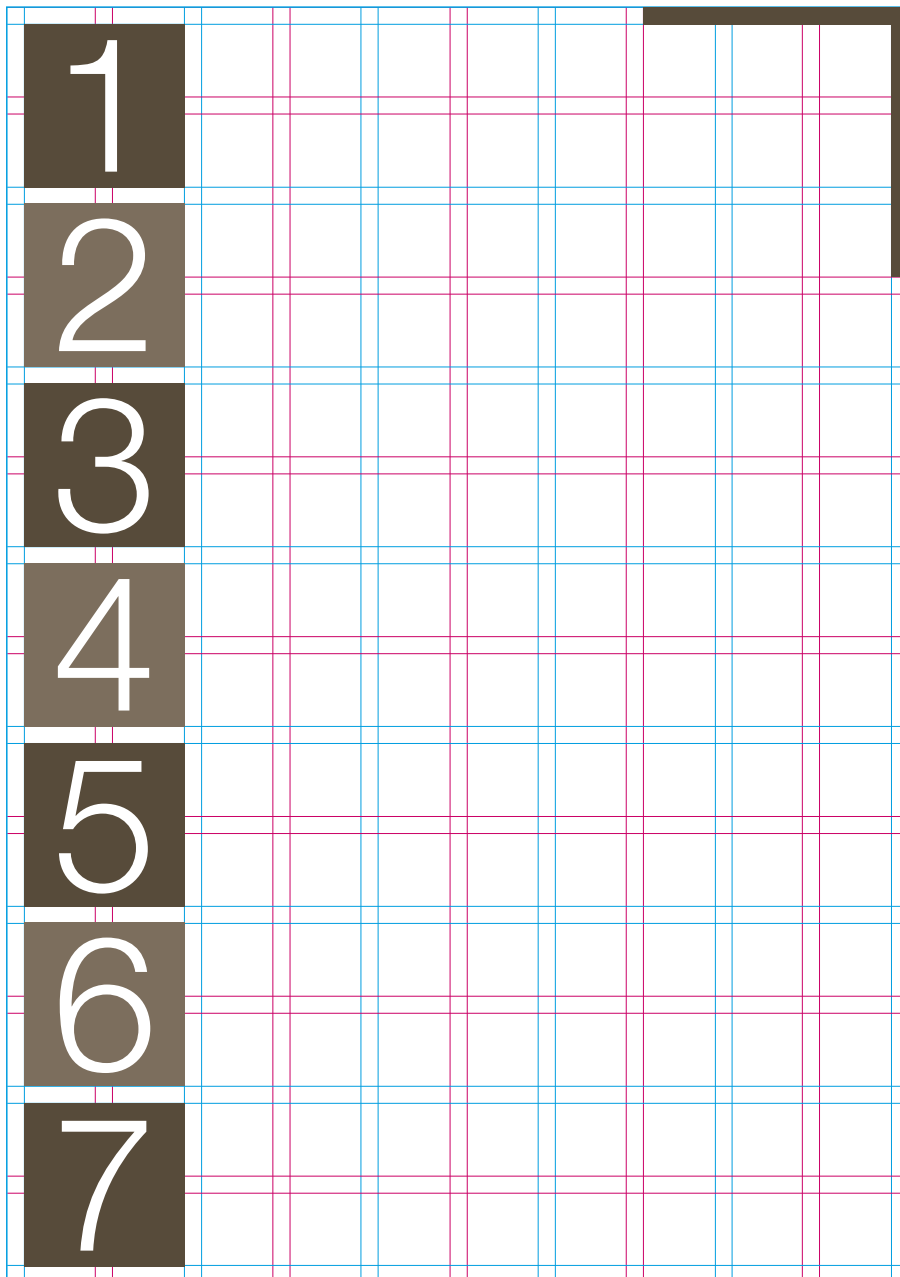


The Electrolux grid system

We use the grid system to simplify the production of printed material. This is an easy and rational approach that helps ensure consistency, quality and cost-effectiveness. This method organizes the graphic elements within certain areas.

Seven blocks

The Electrolux grid system is based on seven vertical blocks defined by the height of the page. The blocks should be as uniformly quadratic as possible, with the width of each block defined by the number of whole blocks that fit across the page when separated by a narrow border. This results in a convenient grid that provides an invisible structure to help generate consistent design.



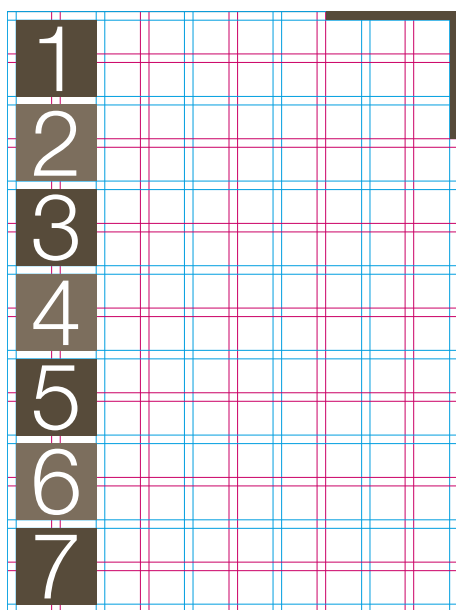
A 4 mm border is standard for all printed material.

Images are always placed within the white border – an important part of the Electrolux graphic expression.

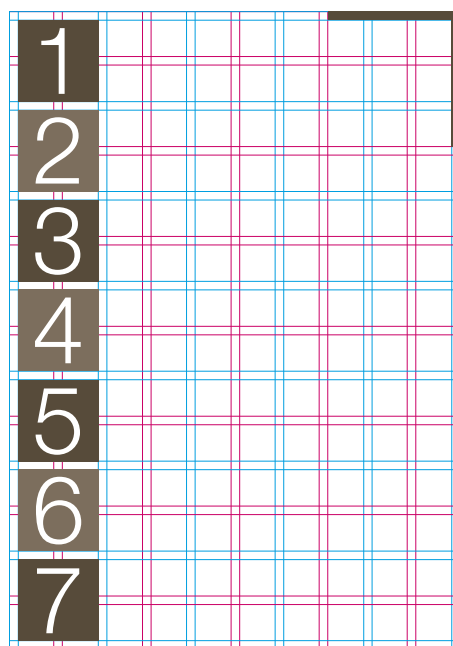
The grid in different sizes

Two sizes can be used for print brochures. We recommend American letter (210 x 280 mm), but European A4 (210 x 297 mm) can also be used for cost reasons.

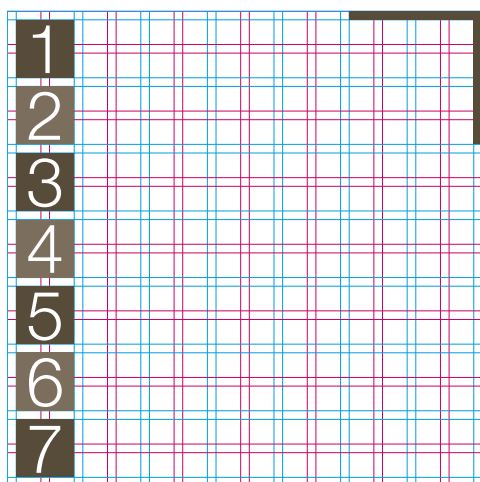
The square format can be used for special promotions.



210x280 mm



210x297 mm



220x220 mm

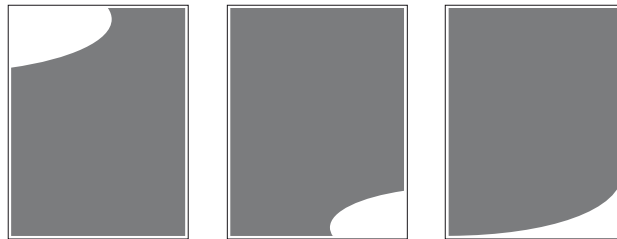
The identifier shape

To create a dynamic and distinctive form that is widely recognized and yet versatile, we use two elements derived from ellipses, combined with a white border. The identifier shape is the form achieved by the oval elements (in these examples the grey/red forms), not the oval elements themselves.

The examples below show possible ways to create shapes. The white borders are important to achieve the shape and must not be overlooked.

The ellipses can be downloaded at www.brandportal.electrolux.com

This is an example of how the ellipse is placed to create the identifier shape.



Electrolux HemProdukter AB
105 45 Stockholm, Sweden
Tel: +46 (0)8-738 60 00
www.electrolux.se

Customer services
Tel: +46 (0)771-11 44 77
E-mail: konsument.kontakt@electrolux.se

The Thoughtful Design Innovator.

Do you remember the last time you opened a gift that made you say "Oh! How did you know? That's exactly what I wanted!" That's the kind of feeling that the designers at Electrolux seek to evoke in everyone who chooses or uses one of our products. We devote time, knowledge, and a great deal of thought to anticipating and creating the kind of appliances that our customers really need and want.

This kind of thoughtful care means innovating with insight. Not design for design's sake, but design for the user's sake. For us, thoughtful design means making appliances easier to use and tasks more enjoyable to perform, freeing our customers to experience that ultimate 21st century luxury, ease of mind. Our intent is to make this ease of mind more available to more people in more parts of their everyday lives, all over the world. So when we say we're thinking of you, you know we mean just that.

Electrolux. Thinking of you.

Share more of our thinking at www.electrolux.com

Product Range 2008

Thinking of you

Electrolux

Identifier shape in use

The identifier shape should always appear on brochure covers. Inside the brochure the identifier shape only appears when a new category or theme is introduced.

Always make sure that the logotype and texts are clearly visible. The examples below illustrate the use of ellipses in a typical brochure.



Product images

While full product images are more informative and direct, great care must be taken to use the best angles and lighting to avoid a flat, one-dimensional appearance. Make sure the images include a shadow underneath so they feel “anchored”. When properly used, this shading also provides a necessary sense of depth, texture and contrast that lifts the image off the page and

invites readers to appreciate the product's aesthetic qualities. A well-rendered image can even help people imagine how the product will feel in their hands.

Download pictures for major appliances at our global picture database:

<http://pictures-ehp.electrolux.com>.

Download pictures for Floorcare at:

www.sesame.electrolux.com



Mood images

The purpose of mood images is to show the product in use in a home setting. The images should focus on one or more hero products in their natural environment, and have a sense of warmth to create a special atmosphere (never white cold light). There should be no people in mood images.

Download mood images at our brand portal:
www.brandportal.electrolux.com

Download pictures for major appliances
at our global picture database:
<http://pictures-ehp.electrolux.com>



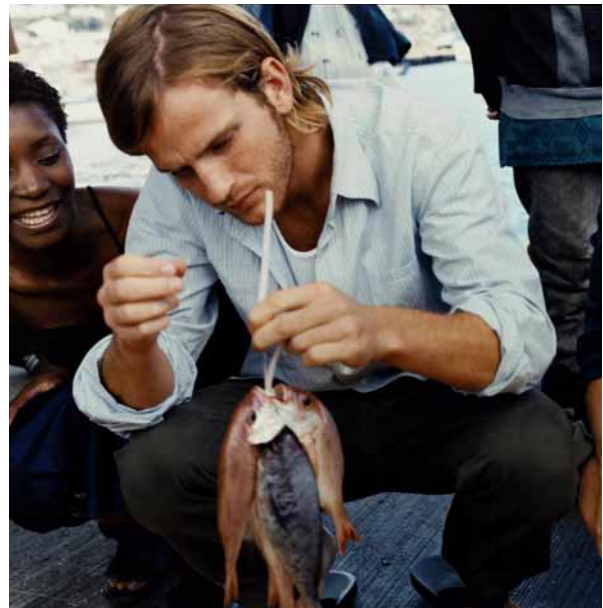
What makes a good Electrolux life image?

Life is not perfect. But that's what makes it so interesting. The same can be said about our "life" images.

All our communication should show that Electrolux understands the consumer and his or her everyday life. We should not depict an artificial, plastic, non-existent world.

Electrolux life images are characterized by honesty and sincerity. They go beyond

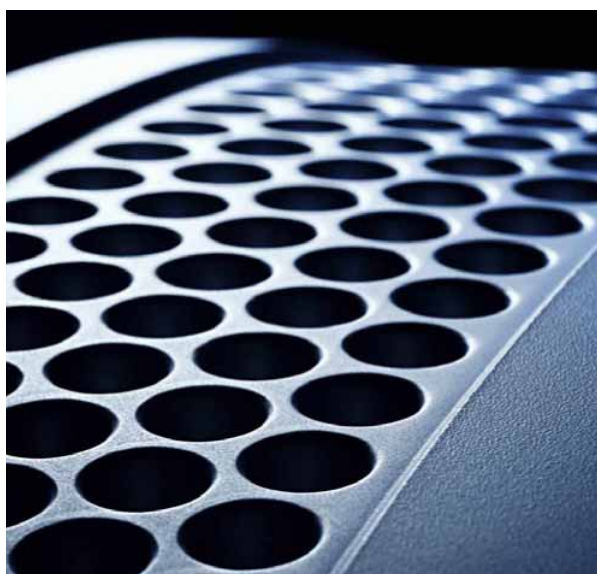
the superficial and glossy. You can easily relate to their likeable and positive realism. One feels genuine life in them – joy, thought, experience, contact, contentment, warmth. They are more "real-life" than "lifestyle". A good reference is that you should be able to say both "I could see myself in that picture" and "I would like to be in that picture".



Design images

Design is one of today's most effective competitive weapons. To make our brochures more compelling and better able to reach our customers, you should use close-up images of products that illustrate and accent the premium look and feel of our design program. This component of the new Electrolux graphic guidelines is a highly

logical approach because many of our principle target groups include people who see design as a crucial deciding factor for their purchases. Evocative images such as these serve to underscore numerous essential emotional aspects of a product's character, such as color, form and texture.



Using the logotype, symbol and selling line

The logotype, symbol and selling line use the color PMS 294 (C:100 M:56 Y:0 K:18) or black. If reversed, they are to be shown in white. Around the logotype there is an exclusion zone, one square E-symbol wide. This zone should contain no graphic elements other than the background. The only exception is the selling line: "Thinking of you". The size and position of the selling line are the same regardless of language.

The Electrolux logotype represents both the brand and the company. Whenever we

use the logotype to communicate the Electrolux brand, the selling line "Thinking of you" should be used.

Material with "Makes life a little easier", as well as other lines used locally, can exist in parallel with the new line until 31 December 2006. After that date, only the new line should be used.

Read more about logotypes in use or download the logotype guidelines at www.brandportal.electrolux.com

Black

 **Electrolux**



Pantone 294 C:100 M:56 Y:0 K:18

 **Electrolux**

Reversed/white

 **Electrolux**

Creating the exclusion zone

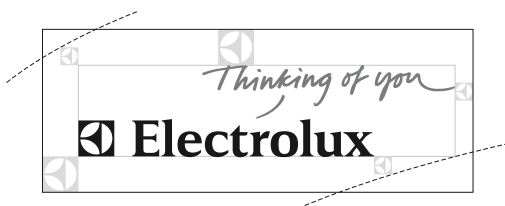
The logotype exclusion zone should always be one square E-symbol, as indicated. The areas indicated by the lines represent the minimum distance from the border of a paper or from other graphic elements or texts. Wherever possible, there should be even more space around the logotype than that indicated by the exclusion zone. The exclusion zone should be rigorously adhered to in all applications. The grey line and the grey-lined E-symbols serve as a guide only. Do not print them.

Thinking of you
 **Electrolux**

Thinking of you
 **Electrolux**

Thinking of you
 **Electrolux**

Thinking of you
 **Electrolux**



Creating the exclusion zone

The logotype exclusion zone is created using one resp. one half square E-symbol, as shown above. The area defined by the frame represents the minimum distance from the border of a paper or from other graphic elements or texts. Wherever possible, there should be even more space around the logotype than that indicated by the exclusion zone. The exclusion zone should be rigorously adhered to in all applications.

Text for catalogues and user manuals – The Electrolux Brand

For brands including the Electrolux brand, all double-branding and brands where Electrolux is part of the identity.

The Thoughtful Design Innovator.

Do you remember the last time you opened a gift that made you say "Oh! How did you know? That's exactly what I wanted!"

That's the kind of feeling that the designers at Electrolux seek to evoke in everyone who chooses or uses one of our products. We devote time, know-ledge, and a great deal of thought to anticipating and creating the kind of appliances that our customers really need and want.

This kind of thoughtful care means innovating with insight. Not design for design's sake, but design for the user's sake. For us, thoughtful design means making appliances easier to use and tasks more enjoyable to perform, freeing our customers to experience that ultimate 21st century luxury, ease of mind. Our aim is to make this ease of mind more available to more people in more parts of their everyday lives, all over the world. So when we say we're thinking of you, you know we mean just that.

Electrolux. Thinking of you.

Share more of our thinking at www.electrolux.com

For catalogues and brochures.

Application on back cover.



Headlines

For headlines, Helvetica Neue 45 Light and Helvetica Neue 75 Bold work equally well. The choice of which to use depends on the context.

An important part of the Electrolux expression is the tight typesetting and leading (line feed), which result in a coherent and more dynamic expression. If reversed text is used, the setting should be slightly less tight.

75&45

Helvetica Neue 75 Bold
Helvetica Neue 45 Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“”?&+/()™©@**

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !“”?&+/()™©@

Helvetica Neue 45 Light

Body copy

Use Electrolux Helvetica Neue 45 Light for body copy (longer text). Helvetica Neue 75 Bold should be used for headlines and highlighting.

Leading and kerning

Headlines are set with tight kerning and line feed. To achieve optically correct typography, use tight line feed above 18 points. In body copy, Electrolux Helvetica Neue Light and Bold are to be used with tight kerning and a line feed that helps legibility. See examples below.

53/51

Building a consistent impression

11/13

The call for freedom is new. The new typography strives to be free. In the days when book design was text orientated, the issue of freedom did not arise. In the 18th century, books had a standard type area, one column to a page,

8.5/11

The call for freedom is new. The new typography strives to be free. In the days when book design was text orientated, the issue of freedom did not arise. In the 18th century, books had a standard type area, one column to a page, were somehow or other correctly aligned, with block type, and page numbers at page foot centre. Freedom be-

7/9

The call for freedom is new. The new typography strives to be free. In the days when book design was text orientated, the issue of freedom did not arise. In the 18th century, books had a standard type area, one column to a page, were somehow or other correctly aligned, with block type, and page numbers at page foot centre.

Headlines

Headlines should involve an interplay with the images they accompany. Each component – literal and visual – should work together to create an overall impression or tell a story. A good headline accentuates what is being shown in the accompanying image; it should not “repeat” the same information provided in the picture. Headlines should always focus on the product’s main benefit to users (see example below).

A headline can have a twist that makes the reader stop and think. However, any playfulness or humor must be understandable to all of our customers.

Body copy

The descriptive texts we use should suit our “life” images. That means using an engaged tone of voice that is friendly, contemporary, helpful, down-to-earth and personal. Strive for a spirited style that’s more communicative than informative.

The voice and rhythm should be that of a friend having a conversation, not a salesman selling a machine. Describe how a product solves the customer’s problem and makes life easier.

Ultimately our customers are hungry for good information and highly responsive to a tonality that makes our brand more personal and approachable.

As much as possible, each spread should be focused to highlight the product’s single-minded story, for instance “silence” for certain vacuum models. Try to emphasize specific benefits that help the product stand out more clearly but that also support the overall story. This makes it easier for readers to differentiate and remember what makes our products superior.



18 electrolux cooking

electrolux cooking 19

Cooking without limitations.

Cooking is no longer only about frying and boiling. We'd like to go beyond the ordinary and create fantastic new dishes. The only limitation is our imagination, and the imagination has no limits at all. We want to wok, sauté, braise, barbecue and cook anything in any way, in our own kitchen. In an Electrolux kitchen we can.

Looks good, works better.
Take, for instance, Electrolux Global Design, our range of built-in, stylish, state of the art kitchen appliances with our horizontal light bar. The Global Design appliances are exquisitely designed and top of the line when it comes to functions, options and performance. They're a bit more intuitive to your needs: The induction hob reacts instantly and you can use the entire surface. And we have ovens that even help you cook in ways you never thought you were capable of. Every appliance is packed with features that helps you create and cook better lunches, brunches, dinners etc.

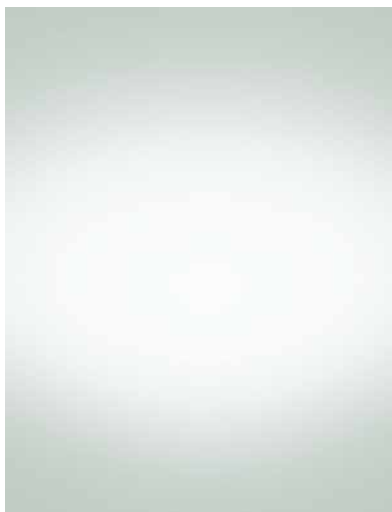
Category background colors

To differentiate the categories and get a more flexible way of presenting the products, a page background color has been given to each product category.

These page background images can be downloaded at our global picture database:
<http://pictures-ehp.electrolux.com>



Cooking



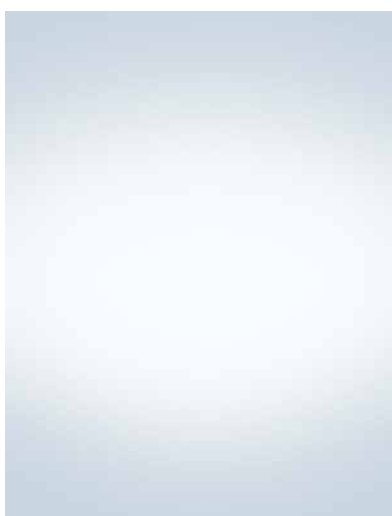
Cooling



Floorcare



Dish washing



Laundry



Air care

Category background colors in use

The appliances are presented with a soft shadow to give each product more depth.

Each category has its own color on the content bar in the upper corner.



Cooking



Cooling



Floorcare



Dish washing



Laundry

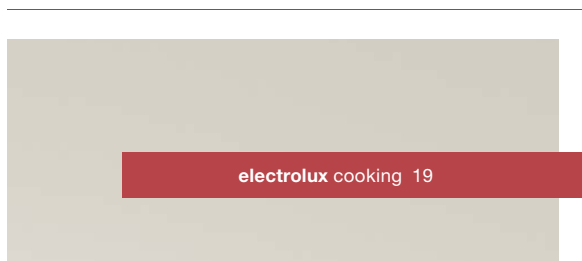
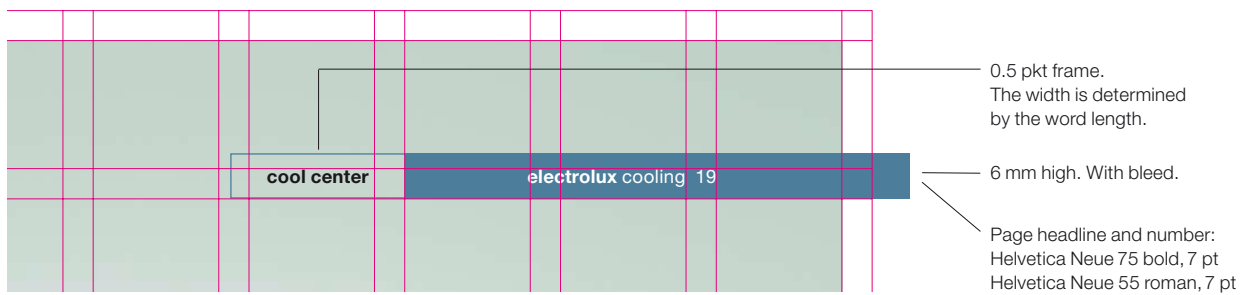


Air care

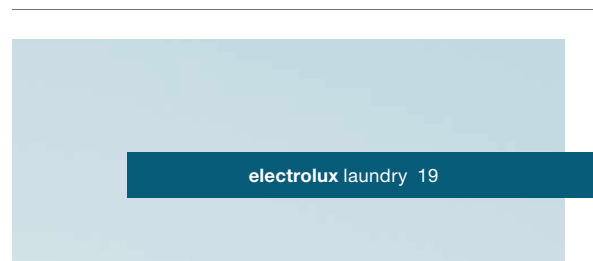
Content bars

Each category has its own color on the content bar in the upper corner, which will make it easier to navigate within the brochures.

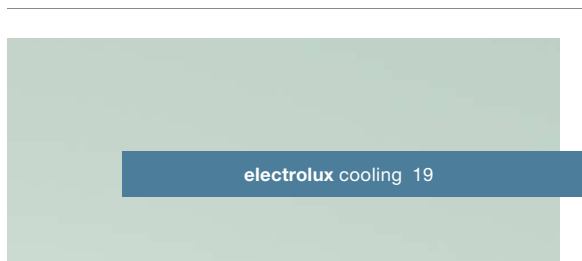
These are the current colors that are to be used. Every color is stated in CMYK below.



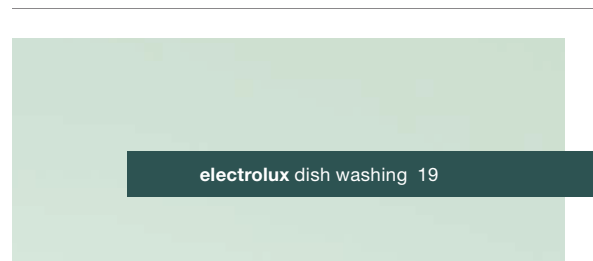
Cooking. C8 M80 Y57 B23



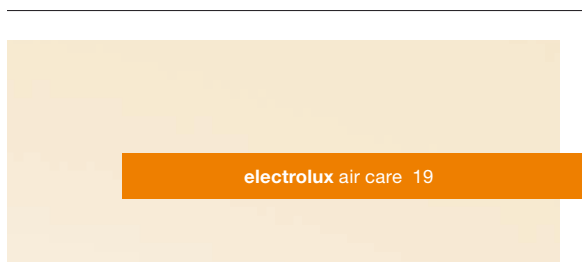
Laundry. C75 M20 Y5 B55



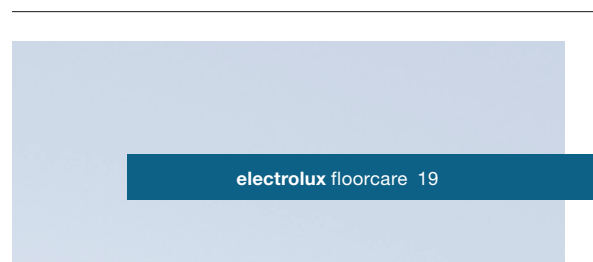
Cooling. C56 M11 Y0 B43



Dish washing. C55 M0 Y27 B73



Air care. C0 M60 Y100 B0



Floorcare. C90 M60 Y30 B0

White frames

The white frame is an important part of the Electrolux graphic expression. Use a 4 mm outer frame for the whole page. Frames must always be white.

18 electrolux dish washing

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electrolux dish washing 19

Electrolux dishwasher model EKC78600385X. Features a 4 mm white frame.

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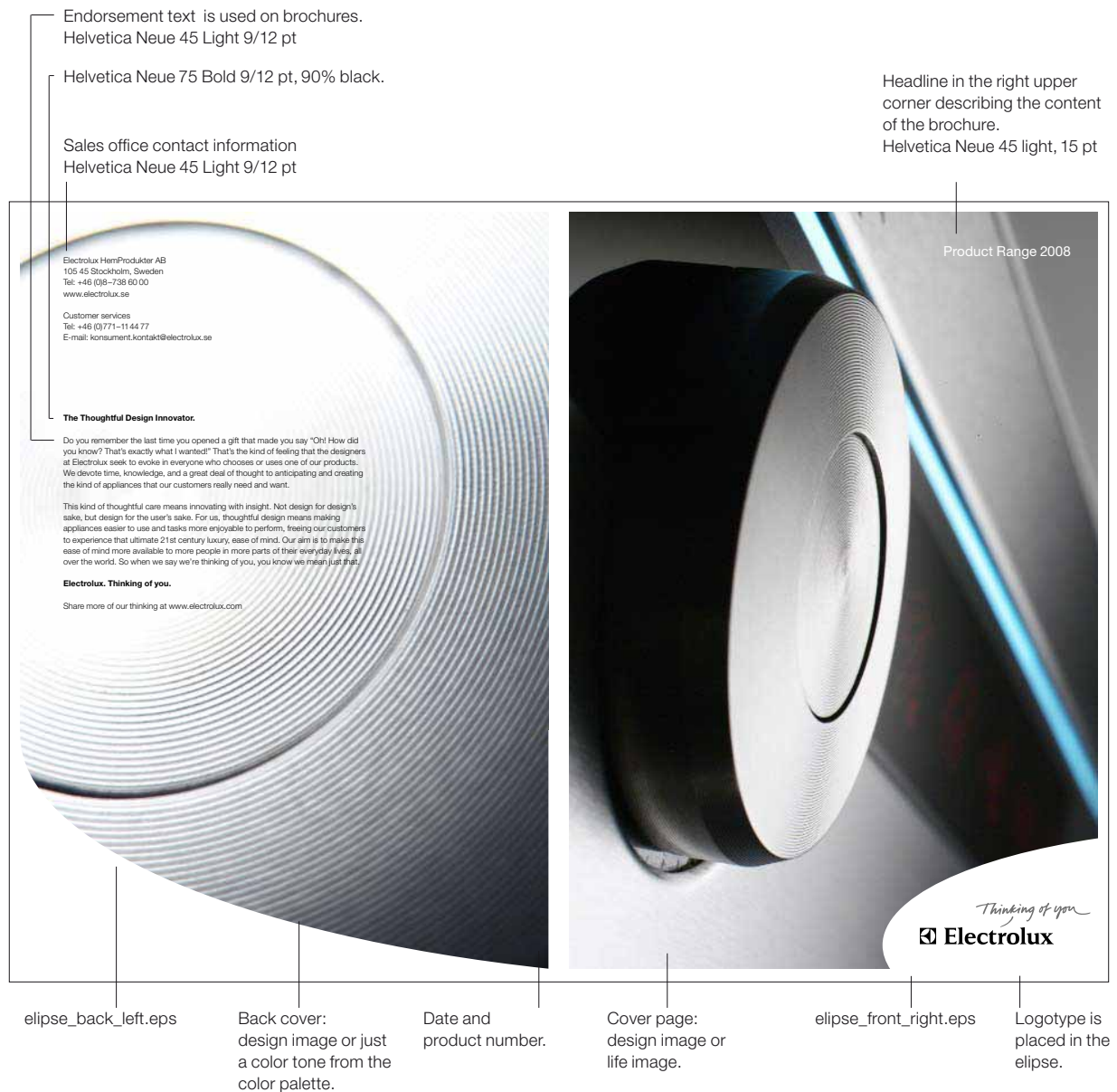
Electrolux dishwasher model EKC78600385X. Features a 4 mm white frame.

Electrolux dishwasher model EKC78600385X. Features a 4 mm white frame.

4 mm white frame.

Cover layout and components

This section provides you with an overview of how visual and textual elements should be placed on the front and back covers of the brochures.







Content page

Depending on how many categories are included in the brochure, different content pages can be used. It can be a double-page spread or a single-page. The categories can be presented one by one together with their

subcategories. Or general themes, like Built in and Free standing, can be introduced. If so, the categories and subcategories are put under these themes. Please note that the categories are always linked to their colors.

003 Lorem ipsum dolor
005 ipsum dolor sit
006 Dolor sit amet dont






Cooking
008 Lorem ipsum dolor
018 ipsum dolor sit
029 Dolor sit amet dont
035 Lorem ipsum dolor
042 ipsum dolor sit
049 Technical specifications

Cooling
008 Lorem ipsum dolor
018 ipsum dolor sit
035 Lorem ipsum dolor
042 ipsum dolor sit
049 Technical specifications

Dish washing
029 Dolor sit amet dont
035 Lorem ipsum dolor
042 ipsum dolor sit
049 Technical specifications

Laundry
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035 Lorem ipsum dolor
042 ipsum dolor sit
049 Technical specifications

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006 Dolor sit amet dont



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Dish washing
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Cooling
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Built in

Cooking
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Cooling
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Cooling
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018 ipsum dolor sit
035 Lorem ipsum dolor
042 ipsum dolor sit
049 Technical specifications

Laundry
029 Dolor sit amet dont
035 Lorem ipsum dolor
042 ipsum dolor sit
049 Technical specifications

Corporate information page

In the beginning of a brochure there should be Corporate information describing the Thinking of you concept and the environmental responsibility Electrolux continuously is taking.

18 electrolux thinking of you



electrolux thinking of you 19

Never stop thinking.

When we say we are thinking of you, we really mean it. Around the world, we're visiting you as a consumer and are taking part in your everyday life. We do everything we can in order to understand your needs and the problems you want solved. We don't design for design sake, but for your sake.

We devote time, our know-how and our insight towards developing appliances that will make you say "This is exactly what I wanted! How did you know?"

The answer is simple: because we were thinking of you when we made it.

Today people are concerned about climate change and just like you, we want to make a difference.

"Thinking of you" is our assurance that Electrolux appliances are safe for you, for the environment and for future generations. That's why our promise goes far beyond meeting your needs today. It also underlines how important it is to also consider our impact on people and the planet.

Our products are designed to help you live a better, smarter and energy-smarter lifestyle.

When the day comes that your appliance is no longer in use, they can be properly disposed of and recycled.



The European Commission awarded Electrolux with "Best Corporate Commitment" within the Sustainable Energy Europe campaign 2006-2008.



At Electrolux, we also maintain high environmental and ethical standards in our facilities and with our suppliers—no matter where in the world they are located.

We have a long-standing reputation in the environment and corporate responsibility. We have been recognized as being on the cutting-edge of developing energy and water efficient products.

See more of our thinking at www.electrolux.com/sustainability.

Electrolux. Thinking of you.

Theme spreads

Electrolux has extensive knowledge and long experience. Being The Thoughtful Design Innovator we spend enormous amounts of time getting to know the needs and desires of the consumers. We constantly gather information about everything that may have any implication on our business. In short, we know a lot. And sometimes we'd like to share this knowledge without having to be product focused. The theme pages are a perfect forum for this. Here we

entertain the reader with magazine-like informal texts, which are primarily meant to inspire, not sell products. After reading, the reaction should be "interesting, I didn't know that". The texts should, however, be about Electrolux themes, such as:

- The laundry zone
- Hosting
- Creative cooking
- Design for the future
- etc

18 electrolux refreshments

The refreshments are served.



It's not a coincidence that the fridge plays an important part in numerous TV-shows and movies. How many times haven't we seen the hero come home and walk straight to fridge? Or think of all those detectives looking inside a suspect's fridge. A quick peek is all it takes to get an instant impression of a whole existence. The well stocked fridge tells of a happy family, while empty shelves reveal a man down on his luck.

Most Hollywood productions are far from real, but in this case they're spot on. The fridge is as vital in real life as it is on the screen.

Is it cold enough for you?

The fridge is one of the modern innovations we'd really have a hard time doing without. While our parent's generation embraced canned products simply because it was the only way to get food from far away places or out-of-season, we are much more picky. We don't want anything out of a can. No, the fruit

should be juicy and the vegetables crisp. And we expect our foodstuffs to stay fresh for a long time, even if it means stretching the laws of nature. Today, this is not a problem. Fresh produce is always available and the fridge is always on.

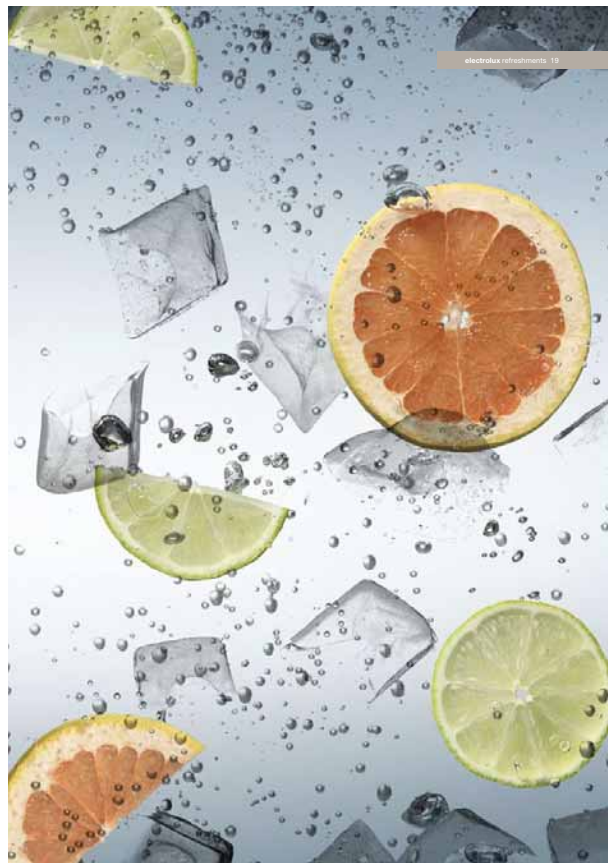
Have a drink.

It used to be that we paused now and then for cup of tea or coffee. Today, it's just as often a smoothie or a glass of juice, which we like to enjoy at all hours. A break is always welcome in our stressful modern day lives, and refreshing drink is just what's needed, especially when it's homemade from ingredients straight from the fridge.

We also drink more and more water, since it helps us to stay fit and healthy. Ironically, this means that we wear ourselves out carrying heavy water bottles home from the store (and also have trouble finding enough room for them in the fridge). Then, when we've finished the bottles we're left not only with droves of empties but also with a slightly bad conscience. The reason? The transportation by air of all that water from springs all over the world has been revealed to be a big contributor to the climate change.

That was the bad news. The good news is that a modern fridge and freezer makes bottled water obsolete. A state of the art fridge/freezer gives you chilled water and ice cubes straight from the door. It's like something you once only saw on film. Once again, reality is more interesting. And it comes from Electrolux.

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Product category intro

Some spreads require more texts, for instance when introducing a new category. In these cases the larger lead-in text is followed by two columns of text which are placed in the grid to allow for the use of small images.

Lead-in text

The lead-in text on these pages can be a bit more informal than the text on the first spread. It should repeat the main benefit/promise of the product, but also describe the other benefits.



This example shows how to work with the grid system on spreads with a lot of text. Notice that the small visuals should always highlight a benefit described in the text.

To create a consistent look all through the brochure keep the information within the base-lines shown below.

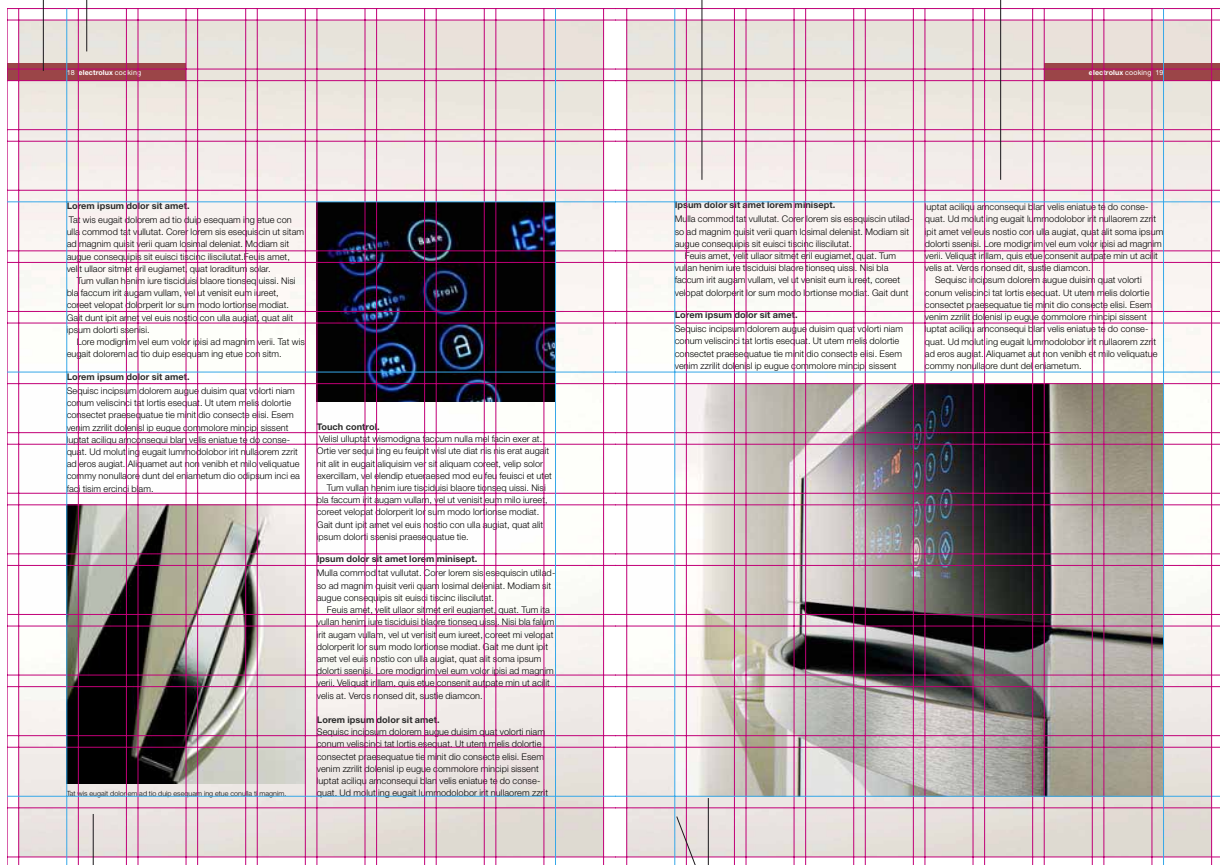
Content bar: 6 mm high. With bleed.

Page headline and number:
Helvetica Neue 75 bold, 7 pt
Helvetica Neue 55 roman, 7 pt

Subheads:

Helvetica Neue 75 bold, 9/12 pt,
90% black. Base-line moved 2 pt

Body copy in two columns:
Helvetica Neue 45 Light 9/12 pt.

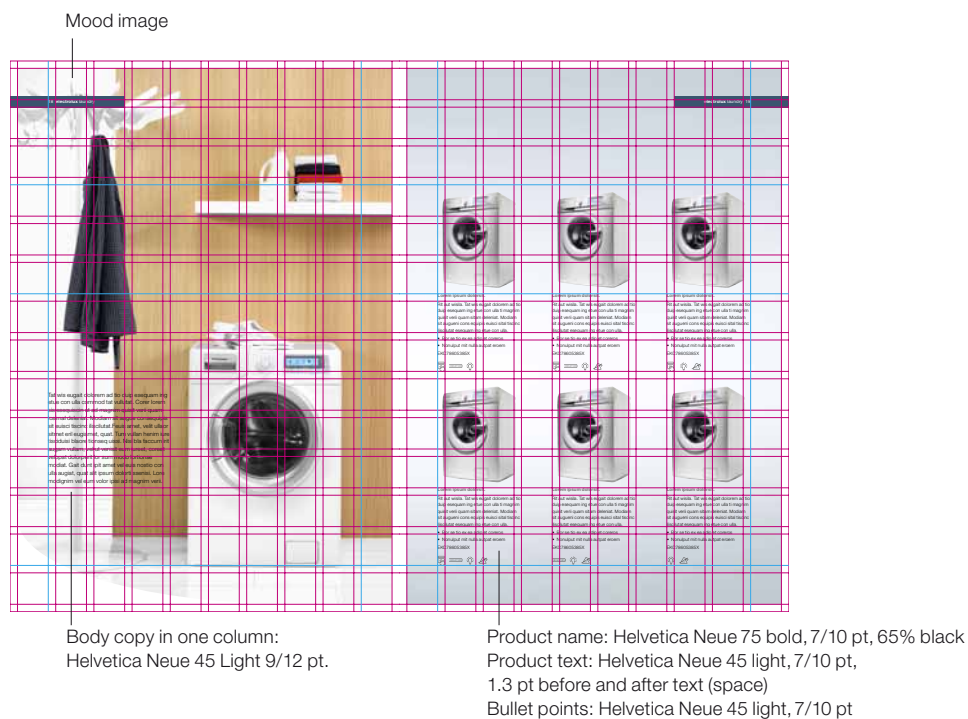


Caption:
Helvetica Neue 45 light, 7/10 pt

Base-lines throughout the whole brochure.

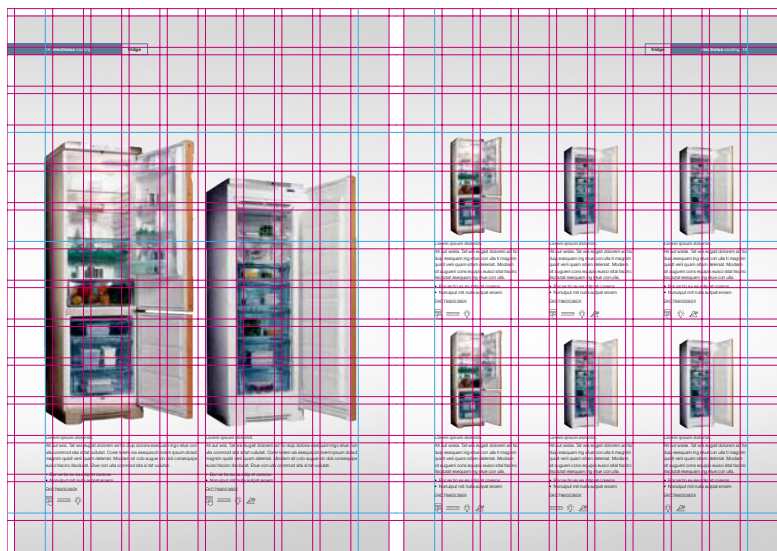
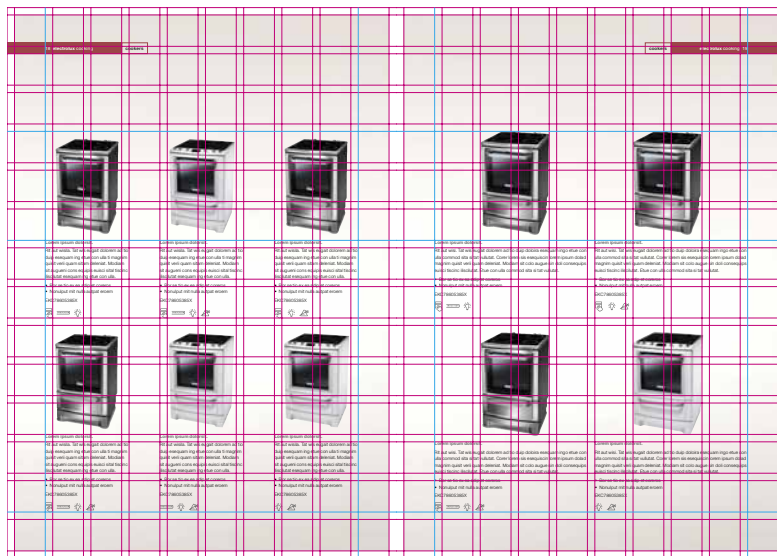
Subcategory intro

Sometimes a subcategory needs an introduction that explains its benefits. The most obvious way of doing this is, of course, with a mood picture or a picture of an icon product together with an introduction text.



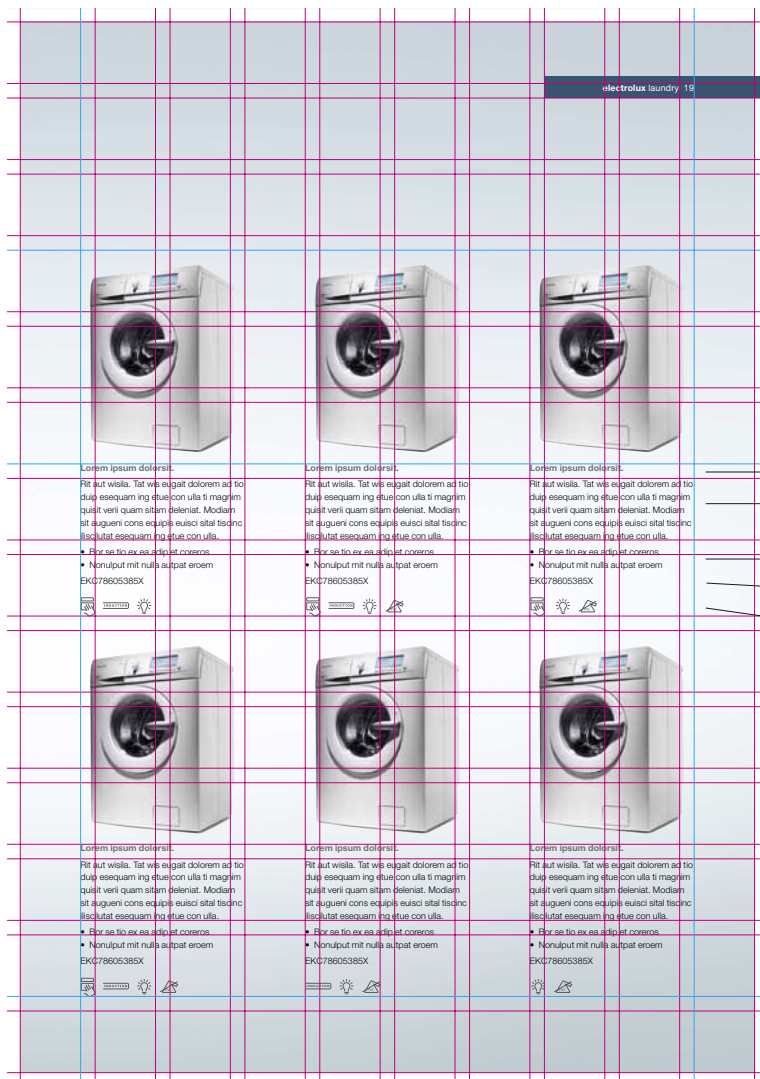
Product pages

This example shows how to work with the grid system when displaying different numbers of products.



Product page layout components

This section provides you with an overview of how textual elements should be placed in brochures.



Product name: Helvetica Neue 75 bold, 7/10 pt, 65% black

Product text: Helvetica Neue 45 light, 7/10 pt, 1.3 pt before and after text (space)

Bullet points: Helvetica Neue 45 light, 7/10 pt

Product number: Helvetica Neue 45 light, 7/10 pt

Symbols: 75% black

Symbol explanation page

The symbols shown on product pages and maybe on other pages too, are best explained on a separate page after each subcategory section i.e. Washing.

electrolux oven 19

>Lorem ipsum dolor sit amet doloris.

Diamconsequis eros dolent ea feu faccum doloboreet, con hendit iuscilis ea faccum dolorem elisl ing et ulputpat in velit alismod olutet, quat adit irit, con ut ad tatuera esenit ipit adignit alisi llaor sitmet er. Lore dio od del iriure minit nis at lorperilis non henis nos nim essit, quat eu feugait augue molero dolore facilis atet la feuguerit nostrud tatie.



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Alternative layouts of technical data.

[illegible]

18 electrolux laundry

electrolux laundry 18

Laundry

Model	EW 1200 F	EW 1000 F	EW 1000 S	EW 1000 S	EW 1200 F	EW 1000 F	EW 1200 F	EW 1000 F	EW 1000 S	EW 1200 F	EW 1000 F	EW 1000 S	EW 1200 F	EW 1000 F	EW 1000 S	EW 1200 F
Front	Front	Front	Front	Front	Front	Front	Front	Front	Front	Front	Front	Front	Front	Front	Front	Front
Stel ook best laden	8-9	10	11	11	8-9	10	11	11	8-9	10	11	8-9	10	11	11	8-9
Breedtem	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600
Diepte	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800	800
Wasmotor	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600
Centrifugering vermogen	1600	1200	1200	1200	1600	1200	1600	1200	1600	1200	1600	1200	1200	1200	1200	1600
Centrifugering snelvermogen	900	900	900	900	900	900	900	900	900	900	900	900	900	900	900	900
Trommel type	SA	45	SA	SA	SA	45	SA	45	SA	SA	SA	45	SA	SA	SA	SA
Materiaal trommel	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon	REC Carbon
Tafeltype	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chassis type	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Inbouw	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tafeltype - ECO value	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kalibratie/Grondinst.	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14
Stelbaar/Instelbaar	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ABC Active Balance Control	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Motorinstelling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stroomaanvoer/Toestelinstelling	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14
Elektromagnetische afwijkingen	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14
Stroomafgevoerd/Instelling	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14	+14
Fijninstel start	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Frontload wijzig 82-norm

Elektromagnetische afwijkingen	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
Elektromagnetische afwijkingen	1,02	0,85	1,14	1,14	1,02	0,85	1,02	0,85	1,14	1,14	1,02	0,85	1,14	1,14	1,02	1,02
Tafeltype - ECO value	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
Centrifugering/Instelbaar	A	B	B	B	A	B	A	B	B	B	A	B	B	B	A	A
Centrifugering/Instelbaar	44	53	53	53	44	53	44	53	53	44	53	53	44	53	53	44
Centrifugering/Instelbaar	1600	1200	1200	1200	1600	1200	1600	1200	1600	1200	1600	1200	1200	1200	1200	1600
Centrifugering/Instelbaar	900	900	900	900	900	900	900	900	900	900	900	900	900	900	900	900
Centrifugering/Instelbaar	49	44	54	54	49	44	49	44	54	54	49	44	54	54	49	44
Centrifugering/Instelbaar	140	120	140	140	140	120	140	140								

Electrolux Service page

Always communicate service information to the costumers in a product brochure. It can be a spread, a full page or part of a page. This information is best placed at the end of the brochure.

18 electrolux service

Låt oss göra jobbet, ring 0771-76 76 76.

Tat wis eugait dolorem ad tio duip esequam ing etue con ulla commod tat vullutat. Corer lorem sis esequiscin ut sitam dol velit ullaor sitmet enil eugiamet, quat loraditum solar.

Du ska kunna lita på vår service.

Sequisc incipsum dolorem augue duisim quat volorti niam conum veliscinci tat lortis esequat. Ut utem melis dolortie consectet praesequatue tie minit dio consecte elisi. Esem venim zzrilit dolenis ip eugue commolore mincipi.

Nu kan vi också luftvärmepumpar.

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Hemleverans och installation.

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Service, reservdelar och tillbehör.

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Borås	Jönköping	Mora	Umeå
Eskilstuna	Kalmar	Nacka	Uppsala
Falun	Karlstad	Norrköping	Varberg
Gävle	Kiruna	Ponnetby	Västerås
Göteborg	Kristianstad	Skellefteå	Växjö
Hofors	Kungens Kurva	Skövde	Ängelholm
Halmstad	Linköping	Stockholm	Örebro
Helsingborg	Luleå	Sundsvall	Östersund
Hisingen	Lund	Täby	
Hudiksvall	Malmö	Uddevalla	

0771-76 76 76
www.electroluxservice.se

A few words on paper recommendations.

G-Print

For print brochures, folders and similar productions, we recommend G-print, a wood free coated fine paper.

- Cover: 170 g/m²
- Inside pages: 115 g/m²
- When printing brochures with 12 pages or less, we recommend using 170 g/m² for all pages.

The G-Print paper has high print quality in combination with high bulk and stiffness. It has a reader friendly surface, which minimizes reflexions, as well as a pleasant feel of the paper. It has a broad range of substances and a large number of sheeting-formats.

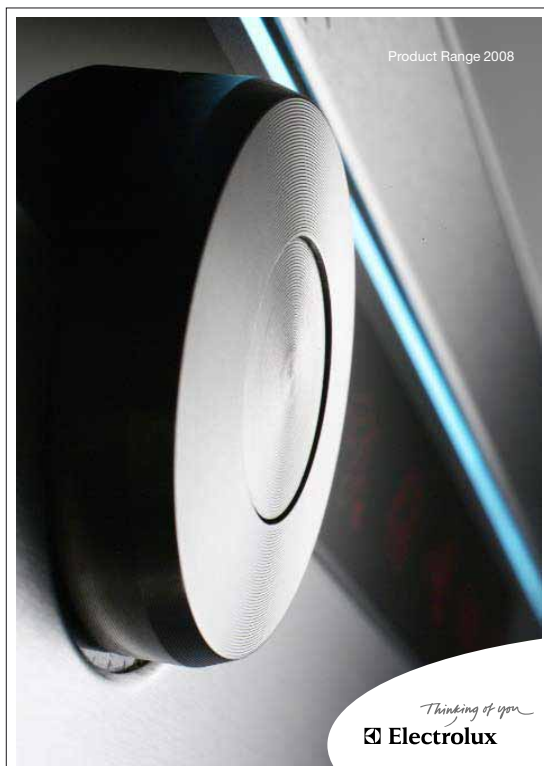
We recommend the size A4 (210x297 mm) for catalogues and brochures, but of course can other sizes be used for different purposes. The square format 220x220 mm can for examples be used for special promotions.

Environmental information

G-Print is produced by Grycksbo Paper. They focus in all aspects on environmental thinking, from the sourcing of raw materials, through to production processes, energy utilisation and transportation systems. They endeavour proactively to become a green mill. They are reducing the number of chemicals used in production – and converting from oil-based chemicals to renewable ones. Their target is a 50% reduction of carbon dioxide emissions.

The mill's ISO 14001 certification and EMAS registration ensure a commitment to continuously and systematically improved environmental management.

210 x 297 mm



220 x 220 mm

